

**DON PEPE**



**2023**

**The Don Pepe  
Famaglia**

**The "Big Don"  
Himself**



# CIAO, ITS DON PEPE

- Inspired by the ubiquity of Pepe the Frog and the strength of organized crime leadership.
- Doesn't glorify mafia violence or negative connotations. Champions loyalty, honor, and the spirit of overcoming odds.
- Bridges traditional finance with the meme-crypto world, empowering community participation.



**Don Pepe**  
Famaglia Head





# MARKET INFO

- Rapid growth and global acceptance of cryptocurrencies provide vast market opportunities.
- Strong social media trends around memes and crypto, creating a powerful platform for Don Pepe.
- Increasing adoption and interest in DeFi, validating the market for crypto investments.
- Uniqueness of Don Pepe's theme and approach, giving it a competitive edge in the saturated market.

**\$2.3 trillion    250 million**

**Crypto  
Market Cap**

**Crypto users  
in 2023**





# DON PEPE TOKENOMICS

## 1 Trillion Supply

Enough Don Pepe for the entire Famiglia.

## Fair and Loyal

Distribution framework that favors all token holders over the long term, helping bring the Don Pepe vision to life.

## Buy/Sell Tax

A 3% Buy and 5% Sell tax keeps the entire Don Pepe ecosystem deflationary and support the community as Don Pepe grows his mafia empire.



## 80% - Presale & LP

Demonstrating Don Pepe's commitment to his mob family and the believers in his empire.

## 10% - CEX & LP

Ensuring the smooth operation of Don Pepe's operations on all fronts.

## 5% - Founders & Advisors

Incentivizing the initial expansion of the Famaglia and keeping the things moving behind the scenes.

## 5% - Big Buy Contests

Incentivizing the Famaglia for bigger buys



# THE DON PEPE MISSION



“  
**Don Pepe**  
Mob Boss  
@TheDonPepe

"Harness the power of meme culture, combining it with the enduring strength of mafia bonds to create a unique token." - Don Pepe.



“  
**Spurdo Spärde**  
Henchman  
@SpurdoSparde

Serve as a bridge, uniting diverse groups around the globe through their shared love for memes and fascination with the mafia world. Bridge the gap between ruthless timelessness and modern memetic value.



# OUR CORE VALUES



## Loyalty

A commitment to stand by our Famiglia, ensuring fair token distribution and rewards for holders.



## Honor

Operate with full transparency, keeping our mob family informed and involved in all our dealings.



## Fidelity

Uphold a strong belief in the values and unity of our community, just as the mafia stays true to their family.





# COMMUNITY ENGAGEMENT



## Mafia Missions

Offer unique challenges that spark engagement and reward participation for spreading the Don Pepe Famaglia.

## Transparency

Via regular AMAs and community engagement sessions on social media channels to keep the Famaglia in the loop.

## Community Voting

A democratic process reinforces the value of each family member's voice, ensuring that every member of the family is heard at every step of the way.



# MARKETING AND SOCAIL



Regular updates and announcements via our official Twitter, Facebook, and Instagram channels to keep the community informed.



Initiate social media challenges that leverage Don Pepe's mafia and meme culture, boosting visibility and engagement.



Collaborate with influencers to spread awareness and amplify the reach of Don Pepe in existing crypto communities.



Utilize platforms like Discord and Telegram to facilitate real-time interactions, fostering a sense of unity and family within the community.





# DON PEPE ROADMAP



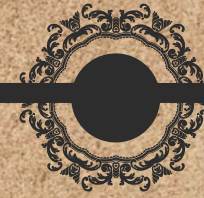
**3Q '23**

Famaglia Formed



**4Q '23**

Strategic Expansion



**4Q '23**

Hostile Takeover



**1Q '24**

Don Pepe  
Domainance

## Don Pepe's Story

"Don Pepe, born amidst the fiery camaraderie of the crypto world, stands for honor, loyalty, and fidelity. He unites the crypto community with shared interests in memes and strong mafia bonds, building a dedicated and robust digital familia."





# JOIN THE FAMAGLIA



- Purchase Don Pepe tokens and become a valued member of our mafia-inspired community.
- Engage in community initiatives, contests, and social media campaigns.
- Contribute ideas and feedback to help shape the future of Don Pepe.
- Let's continue writing the story of Don Pepe together!





THANK YOU

@TheDonPepe